

Financial & Legal *checklist*

The
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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Financial & Legal Checklist** is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Guardian*.

Guardian readers have a definite sense of financial nous and an interest in investment ideas. They are also more likely to have an interest in financial services advertising, which makes the **Financial & Legal Checklist** the perfect guide for these wealthy professionals, providing the latest advice for how they can get the most out of their money.

It showcases a high-quality selection of products and services, ranging from property, insurance, investment opportunities, financial advice, pensions, retirement and banking options, as well as legal services surrounding conveyancing, commerce, Will writing and probate, inheritance tax, trusts, motoring and dispute resolution.

One third of *Guardian* readers own stocks and shares, which is why the **Financial & Legal Checklist** is the perfect shop window for brands and organisations to benefit from an engaged and affluent ABC1 audience, suggestible to new products and services.

PARTICULARLY CONSIDERING

- 85% of *Guardian* readers are ABC1, with an average household income of £59,764
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 95% of *Guardian* readers claim that they don't read any other quality newspaper



Financial & Legal *checklist*

Money whether you're spending it, saving it or specialising with it, it makes sense not only to search for the best but also to protect your and your family's interests with relevant legal advice.

Award-winning personal and business savings

High James is a top 100 UK bank with a reputation for excellent service and a range of savings products. Find out more at hbj.co.uk or call 020 7662 6222

A modern approach to wealth management

nutmeg is a modern approach to wealth management. Find out more at nutmeg.co.uk or call 020 3008 7676

Dealing with debt

National Debt Expert is a leading debt advice service. Find out more at nationaldebtxpert.co.uk

Families should seek advice before wrongly paying care home fees

High James is a top 100 UK bank with a reputation for excellent service and a range of savings products. Find out more at hbj.co.uk or call 020 7662 6222

Get help with your tax affairs from our experts

pannu tax is a leading tax advice service. Find out more at pannu.co.uk or call 0800 255 111

How easyMoney can help solve the savings crisis

easyMoney is a leading savings advice service. Find out more at easymoney.co.uk or call 0800 770 000

Property investing without the hassle

easyMoney is a leading savings advice service. Find out more at easymoney.co.uk or call 0800 770 000

Make a claim for your cycling injuries

The Bike Solicitors are a leading cycling injury claim service. Find out more at thebikesolicitors.co.uk or call 0800 770 000

Take control of your pension savings with an online plan

PensionBee is a leading pension advice service. Find out more at pensionbee.co.uk or call 0800 770 000

1m

Saturday print readership of *The Guardian*

65%

of readers say *The Guardian* helps them to make up their mind

83%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

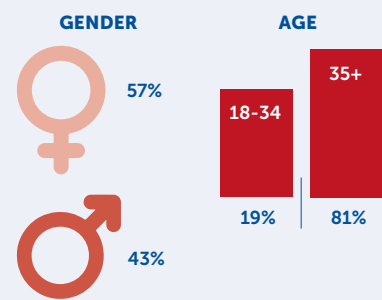
RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

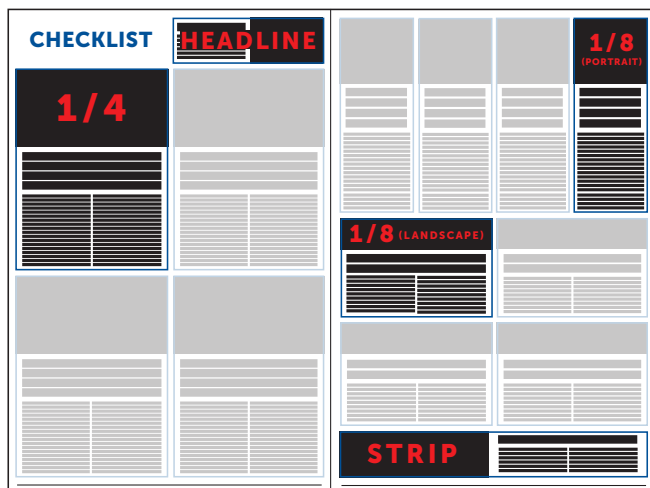
- 254,223 copies of *The Guardian* are published on a Saturday
- 1,006,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 263 x 42.5 mm

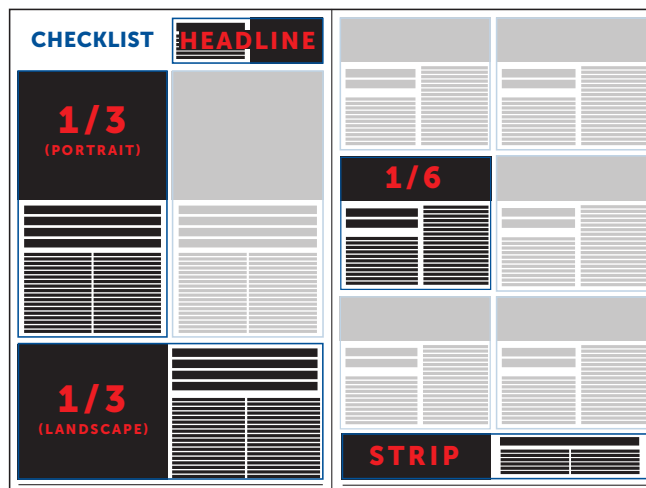
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 192.5 x 182.4 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 129.5 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

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HURST MEDIA
The UK's trusted media partner